



7. Streetscape & Gateways

7.1 Introduction

Streetscapes are the most visible and identifiable elements of any city.

The manner in which people move along streets and the views that they experience leaves an impression that is either compelling and lasting or uninteresting and fleeting. The purpose is to identify and emphasize the unique elements along the way and finding creative solutions to people's inherent need to "belong" and feel at home.

Streetscape planning and design is about place making.

The space utilized by cars on the road and pedestrians on sidewalks is defined by elements like trees, curbs, trellises, paving patterns, paving texture and building facades. The psychology of such spaces is of the utmost importance in providing a sense of safety and well being to the user. View corridors and sight lines, informal surveillance by shop keepers and pedestrians, way finding and informational signage are but a few of the many aspects of a streetscape that are considered when planning is done for the treatments and beautification of streets. Functions like bus stops, railway stations, and street side cafes are typical and natural gathering spaces that pose the opportunity for creative place making in a city environment.

The aim is to provide a sense of safety and well being to the pedestrian.

People attract people, and well-conceived streetscape enhancements can lead to the revitalization of a city environment. In fact businesses flourish where people feel welcome and relaxed.

People attract people.



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The aesthetic appeal of streets and their surrounding environments are what make people feel welcome in a city.

The elements that enhance the aesthetics of a street environment are varied. Streets are in essence “corridors” that require the creation of a recognizable rhythm, nodes of interchange, focal points, balance between hardscape (paving) and softscape (plants) and the creative use of color and plant material to provide sensory delight and beauty. Well-chosen and well-placed art and sculptural pieces assist in creating places with a sense of wonder and excitement.

Art creates sense of wonder and excitement.

Gateways create a sense of arrival.

In order for a city to be emotionally welcoming and aesthetically appealing it is important to create “gateways” and “doorways” where the city is entered. It is all about creating a sense of arrival that speaks either of homecoming and the end of a long road or promises the beginning of a new and exciting experience. Gateways are effective in celebrating the historic and cultural traditions of the community. The City of Hurst has many potential city gateway sites; however, to be cost effective it is important to choose gateways that add the most value to the city image.

Gateways are effective in celebrating the traditions of the community.

Recurring elements create a sense of connection and continuity.

It is important to create a “theme” to be carried throughout the street environment to increase the awareness of travelers entering and leaving the community. In fact, the streetscape and gateway design is to be a recurring landmark in the City. Such a theme is typically expressed in monument and masonry signage, banners, trail heads, pocket parks and street tree plantings that provide a sense of continuity that connects and stitches the city together.

Streetscape planning and design requires a good understanding of transportation requirements and engineering issues.

An aesthetically appealing streetscape that does not allow for functional use by motorists and pedestrian, leads to frustration, annoyance and hazardous conditions along the way.

Functional issues include transportation planning, street realignments and modification, utility relocation and drainage. What is important is a sensitive approach that does not allow the vehicles to dominate but rather to animate and enhance the functional and aesthetic appeal of a street and roadway. In addition it is important to be cognizant that a thorough understanding of land acquisition is needed to understand the practicality of street modifications and realignments.

Transportation design should be done with sensitivity.

All of the above form the basis of the analysis and recommendations for streetscape improvement and gateways in the City of Hurst.



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7.2 Citizen Survey Findings

The Attitude (Telephone) Survey reveals important facts about the attitude of citizens towards streetscape beautification.

The series of questions in the survey utilized statement association to evaluate current attitudes about city beautification, as well as to test additional improvement strategies. Four statements were presented to probe residents' attitudes: that the respondent was satisfied with how streets and intersections are landscaped; that the city should plant more trees and landscaping along streets and intersections; that landscaping city streets and intersections is not all that important; and that improved landscaping of city streets will help to improve the City's image.

Attitudes on two additional strategies were tested, focusing on a respondent's desire to see more public art in Hurst, as well as his or her support for developing "gateways to the City" so that people know they are entering Hurst.

A significant degree of support from survey participants was expressed for "improved landscaping of city streets will help to improve our city image"; "I support the City developing 'gateways to the City' so that people know they are coming into Hurst"; and "I am satisfied with how streets and intersections are landscaped in Hurst". Residents also agreed, although at a lower rate, that "I believe the city should plant more trees and landscaping along streets and intersections" and "I would like to see more public art in Hurst". The statement that was disputed was "I do not believe that landscaping city streets and intersections is all that important" which is an indication of the commitment residents have toward landscaping in the City.

Strong agreement is an indication of the passion people had toward a particular attitude. Respondents were most passionate that "improved landscaping of city streets will help to improve our city image"; "I support the city developing 'gateways to the city' so that people know they are coming into Hurst"; "I am satisfied with how streets and intersections are landscaped in Hurst" and "I believe the city should plant more trees and landscaping along streets and intersections". The latter two statements reveal support for landscaping along streets and intersections: citizens are satisfied with the current level of landscaping; however, at the same time they are also interested in additional landscaping with an increased number of trees along streets and intersections.

Citizens are interested in additional landscaping with an increased number of trees along streets and intersections.

In conclusion, residents agree that improved landscaping will help improve the City's image, and support 'gateways;' however, they are still more apt to be satisfied with current landscaping rather than believing the City should plant more trees and landscaping along city streets and intersections. And more public art did not capture the degree of excitement from residents that did city gateways.



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7.3 Analysis

An analysis of the streets and image of Hurst is done by describing street sections eligible for beautification and the potential location of gateways and nodes.

The choice of streets determined for streetscape beautification is based on the following four factors with some being more important in certain cases than others:

- Visibility and presence in the community;
- Potential for economic boost for business along the street;
- Need for pedestrian connections; and
- Preservation of architectural, historic and/or visual quality.

With this in mind the consultant has identified seven thoroughfare roads recommended for streetscape beautification. These roads and the reason for being chosen are as follows:

Street Sections

Seven roads recommended for streetscape improvement

Highway 183

This road is not only a major thoroughfare through the City of Hurst, but also one of the most important linkages between Dallas, Fort Worth, and the Dallas/Fort Worth International Airport. One of the principal east/west connectors in the Dallas/Fort Worth metroplex, it bisects the City of Hurst. It is often heavily congested and a major source of pollution. Even so, Highway 183 brings important economic benefit to Hurst.

Being overloaded, it is earmarked for the addition of extra lanes as well as service/frontage roads (up to 3 frontage lanes on each side of the Highway) for the entire section that traverses Hurst. This road upgrade will result in the demolition of a number of houses along the Highway 183 route and could potentially impact the image of Hurst. It is important that any upgrade minimizes the potential impact on the aesthetics and sense of identity for the City of Hurst. In fact, a sensitive and creative upgrade provides the unique opportunity to enhance the City's image and adds value by promoting the City and what it has to offer.

A sensitive and creative upgrade provides the unique opportunity to enhance the City's image.

Measured by the four criteria mentioned, strong motivators for streetscape improvement along Highway 183 include its high visibility and presence in the community and the fact that it is a major impediment for pedestrian connections in a north-south direction. The future upgrade with service/frontage roads and associated retail and business has the potential to act as an economic boost for the City; however, business enterprise with extensive parking will destroy the calming image created by the tree covered residential edge. Every effort should be made to maintain the tree-covered edge, which keeps the neighborhood intact and lends a unique character to Highway 183. The preservation of the visual quality of the edges of Highway 183 is an important motivator for considering streetscape improvement.

The tree covered residential edge keeps the neighborhood intact.



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Facing west; pedestrian bridge across Highway 183.



Facing east; note the tree-lined edges of Highway 183.

Recommendations for streetscape beautification are presented in paragraph 7.4 below.

Highway 10

Located at the southern border of Hurst, Highway 10 acts mostly as an east/west connector that provides access to Highway 121/820S along Hurst's western border and also provides access to Precinct Line Road. Almost half the stretch of Highway 10 connected to Hurst is bordered by Fort Worth on the southern side. The rest of the Highway (western section) is bordered by light industry to the south and a mixture of business and multi-use to the north. Highway 10 was recently upgraded to a 160' right-of-way six-lane divided road with a median and turn lanes.

Unique elements along Highway 10 act as gateways to the City of Hurst, rather than the road itself. Parker Cemetery located on an elevation higher than the road, creates a unique sense of entry way into the City from the west. This entry way is defined by the extensive cover of mature trees within the cemetery as well as the trees on the properties bordering

Parker Cemetery creates a unique sense of entryway into the city.



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the cemetery. The eastern entry way on Highway 10 is characterized by dramatic topography and parkland that welcomes the visitor.

Measured to the four criteria points, Highway 10 is recommended for streetscape beautification due to its potential for economic boost for business and the preservation of the visual quality of the eastern and western approaches. Although located so far south in Hurst, this road has the potential to become highly visible and to develop a unique presence in the community.



Parker Cemetery with its associated tree cover to the left of the image creates a good sense of entryway along Highway 10 into the city from the west; Note the mature tree cover and elevated topography on the north side of the road.

Harwood Road and Highway 26

These two roads are regarded as major arterial roads that together, with Highway 183, divide the City of Hurst in four sections north to south. They are designed/constructed as six lane divided roads with no on-street parking. The right-of-way for Harwood Road is 120 feet. The right-of-way for Highway 26 is designed at 130 feet. Harwood Road, with its advanced landscape systems and well-maintained medians, is aesthetically pleasing and is beneficial not only to the surrounding businesses and neighbors, but also to the traveling public. Both Harwood Road and Highway 26 have high visibility and dramatic presence in the community.

The adjacent land uses, directly accessible from the street, include business, office, institutional and some single family residential development. These, together with the visibility to citizens other than from Hurst, pose the potential for economic boost for business along the streets.

Harwood Road and Highway 26 are entirely vehicle dominant. As six lane divided roads with a relatively high speed limit, they do not

These roads are entirely vehicle dominant.



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encourage pedestrian crossings. There is thus a definite need for enhanced pedestrian connections along these roads, especially at the traffic signals located at the major intersections.



With no street trees on the south side of this stretch of Highway 26, it is perceived to be highly vehicle dominant. The multitude of overhead utility lines detracts from the aesthetics of this area.



The road median along this stretch of Harwood Road is well landscaped. Trees are a recommended addition between the sidewalk and the street on both sides of Harwood Road.



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Pipeline Road and Bedford-Euless Roads

Business, retail, and high density residential developments mostly characterize these roads. Acknowledging this, the City Council, at present, supports mixed-use development as an option for sections of Pipeline and Bedford-Euless Roads. These two roads serve as major access routes to the North East Mall area adjacent to Highway 121/820. However, they have the potential to be destinations in themselves with increased business opportunities and the potential for economic revitalization.

These roads have the potential to be destinations in themselves.



Intersection of Precinct Line Road and Pipeline Road; note the stand of trees on the southeast corner at a higher elevation than the street surface; the future widening of Pipeline Road requires a sensitive approach to retain the special setting, trees, and ambience provided at this street corner.

Of the four criteria factors, Pipeline and Bedford–Euless Roads qualify for three factors: visibility and presence in the community; potential for economic boost for business along the street; and need for pedestrian connections. In fact, pedestrian connections are extremely important in order to obtain vitality along these streets.



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Looking west down Pipeline Road with the Precinct Line Road intersection on the horizon; note the visual clutter, lack of trees and large expanses of asphalt.



Pipeline Road where it crosses a creek; this particular location between Norwood Drive and Uptown Road calls for a rest area either side of the pedestrian access with benches in the shade of the trees associated with the creek.